

REMARKS

After entry of the foregoing amendment, claims 7-31 remain pending in the application.

The allowance of claims 16-18 and 22-31 is noted with appreciation. Claims 7-15 and 19-21 stand newly rejected over Tow 5,315,098 in view of Tow EP 493,091.

Applicant respectfully submits that the new rejections do not establish a *prima facie* showing under 35 USC § 103. For example, while the Action states that Tow '091 teaches embedding a "hyperlink" pointer, the terminology actually used by Tow is different, i.e. "*Furthermore, this invention may be employed to digitally embed hypertext or hypermedia pointers in hardcopy prints of grayscale documents.*" Moreover, both references are by the same inventor - if the proposed combinations were obvious, it seems Tow would have proposed them in one of his two cited references. (Unlike the usual case in which the knowledge of the artisan as to the existence of the cited references is *hypothetical*, here we have a case where Tow's knowledge was *actual*.) Still further, the Action has not addressed the URL limitation of claim 10. And the reference to domain name servers (DNS) in the rejection of claim 11 is not on-point; a DNS lookup is understood to yield a numeric IP address -- not a URL as claimed.

These and other points will be raised in a continuation application in which claims commensurate in scope with unamended claims 7-15 and 20-21 are pursued. In the present case, however, those claims are amended to expedite prosecution - further distinguishing the cited art.

Favorable reconsideration and passage to issuance are solicited.

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